

**ABSTRACT****DISPLAY DEVICE**

5        A display device has pixels 41 arranged in rows and columns 42,44  
addressed by a grid of first and second addressing conductors 50,52. The  
addressing conductors 50,52 are not parallel with the pixel rows or pixel  
columns 42,44. This arrangement decouples the row and columns of pixels  
from the addressing conductors. This provides freedom in the positioning of  
10    the driver circuits, which are positioned at the ends of the first and second  
conductors, which in turn gives greater design freedom for the shape and  
position of the display in a product.

[Fig. 4]

15